

**VIRGINIA CITY CONVENTION & TOURISM AUTHORITY
MEETING MINUTES**

Thursday, October 2, 2008, 8:30 am

Visitor Center
86 South C Street,
Virginia City, NV

Call to Order: Angelo Petrini called the VCCTA meeting to order at 8:30 am.

Roll Call:

Chairman: Angelo Petrini
Board Members: Shara Bouvier (absent)
Carol Fain
Joe Curtis (excused absence)
John Flanagan

Staff: Susan Sutton/Executive Director (excused absence)
Cory Wood/Executive Assistant
Dawn Neamo/VCCTA bookkeeper
Patrick Gilmore/Convention Services

APPROVAL OF AGENDA: Flanagan moved to approve the October 2, 2008 agenda. Fain seconded and motion passed unanimously

APPROVAL OF MINUTES FOR SEPTEMBER 4, 2008: Flanagan moved to approve the September 4, 2008 minutes. Fain seconded, motion passed unanimously

PUBLIC COMMENT: Dan Beason, better known as ‘Stinky’, a Virginia City Living Legend, reported he would like to be involved with events and recommended a Stinky Days event to coincide with the Outhouse Races.

Paul Yandre, owner of the Cobb Mansion Bed & Breakfast, offered a complimentary room to Jeanne Turnbeaugh who wrote the letter to the Nevada Appeal regarding an incident with school children at the Camel Races. Gilmore reported he would contact the letter writer through the Nevada Appeal. Gilmore reported he has been in contact with the teacher who brought the students to Virginia City and invited the class to re-visit Virginia City.

Flanagan reported Carson City residents have been invited to ride the 4:00 pm V & T train at no charge through the end of October.

Jim Clarke, Virginia City resident, commented on the success of Thunder on the Comstock event due to community and law enforcement efforts. Clarke announced Railfest Reflections will have a V & T Wine Train on October 25 at 5:00 pm.

Special Events Ordinance Rewrite: Pat Whitten, Storey County Manager, reported the Storey County Commissioners directed him to assess how special events are handled. Whitten presented the board with the current ordinance that pertains to outdoor festivals. Whitten & the board

discussed utilizing the VCCTA as an advisory board, and rewriting the ordinance that includes a blue ribbon committee. Whitten recommended three or four short meetings beginning in late October with the ordinance draft presented to the Commissioners in January 2009. Whitten said committee members would include himself, Storey County Commissioner John Flanagan, Storey County Sheriff Jim Miller, VCCTA Executive Director Susan Sutton, Virginia City Chamber of Commerce representative Karen Woodmansee, VCCTA board member and the newly hired event coordinator. Petrini appointed VCCTA board member Joe Curtis to the committee.

SESQUICENTENNIAL UPDATE: Don Ayer, Sesquicentennial Project Manger, presented the board with a proposed event schedule for 2009. Ayer also presented a short video comparing crowd attendance to this year's camel races to previous years. Ayer reported Reno Sparks Convention & Visitor Authority is planning a Western Heritage Days that is similar to Sesquicentennial events. Ayers continued he has been in contact with promoters for many events. Ayer and Wood agreed to meet and add Sesquicentennial information to the VCCTA website.

Financial Report: Neamo presented the current financials to the board. The board questioned the cost of gift shop items and recommended a higher mark-up. Fain moved to approve the financials. Flanagan seconded, motion past unanimously.

Event Coordinator Hiring Process: Petrini reported the VCCTA has received over 65 applications for the event coordinator. Petrini appointed a personnel sub committee to include John Flanagan, Chairman, Susan Sutton, Shara Bouvier and Marshall McBride (Ad Co-Op representative) to review the applications and select the top candidates for interviews. Pat Whitten recommended Mary Lou Walling, Storey County Executive Administrator, to serve on the committee.

Nevada Governor's Conference on Tourism/VCCTA Attendance: Gilmore reported the Governor's Conference on Tourism is December 8 & 9 at the Peppermill Hotel & Casino. Gilmore continued all board members are invited to attend. Gilmore continued he, Sutton and Curtis will be attending. Gilmore reported Becky Orr, tourism liaison, is applying for a scholarship to attend. Gilmore reported Sutton's wish for board members to attend as it is an excellent opportunity to learn about the future of tourism, statewide and nationally.

Convention Services Report: Gilmore reported on the following:

- VCCTA participated in RSCVA Fall familiarization tour in Virginia City and Seven Mile Canyon
- IJourney Tours and Sports Leisure will be in Virginia City at the end of October scouting venues and attractions for overnight stays for groups in 2009
- Debra Darnell, Dayton Valley Golf & Country Club and VCCTA putting together "Stay & Play Packages" for VCCTA website and Dayton Valley's website.
- Sold 200 SLE packages to four bus groups for the month of September
- Meeting with Convention Sales Managers from the RSCVA in November
- Gilmore presented the VCCTA ad in Northern Nevada Business Weekly

CORRESPONDENCE: Wood presented the board with the following correspondence:

- Copy of letter and newspaper article from South African Tour Operator. The article written in Hebrew by journalist from Israel who came to Virginia City for post POW Wow familiarization tour
- Copy of letter to AD-Coop and marketing article
- Complaint letters about the Camel Races and the Nevada Appeal letter

- Copy of an email complimenting the VCCTA website

Public Comment: Paul Yandre, Cobb Mansion Bed & Breakfast owner, reported 90% of his guests come because of the VCCTA website. Yandre recommended improving the calendar of events page to be more user friendly.

Christy Strange, Virginia City resident, reported St. Mary in the Mountains Church and St. Paul's Episcopal Church will have a joint blessing of the animals Sunday October 5. Strange continued St. John's has seating for 100 people and is available for meetings

Carl Woodmansee, Virginia City News.com owner, reported on most weekend days, there are several bands performing in local saloons and could also be on the VCCTA website.

ADJOURNMENT: 10:05am